



**LDV UNITED**



# Workshop 'Talk about sex'



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# Workshop contents

- Who we are and what we do
- What is a brand?
- Defining the Sensoa brand
- The 'Talk About Sex campaign'
- Debate - strong local campaigns



Who we are and what we do



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## Who we are

- An advertising agency
- Top 3 creative agencies in Belgium
- In United Network since 2004
- Thomas Cook, Neckermann, VISA, De Standaard, Brussels Airport, Red Bull,...



What we do

We create fans for brands



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What is a brand?



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# What is the base line of these brands?

Red Bull

Gives you wings

---

Carlsberg

Probably the best beer in the world

---

Nokia

Connecting people

---



Is it a name?

**SONY**



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Is it a logo?



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Is it a tagline?

**NOKIA**  
Connecting People



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Is it a personality?



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Is it an experience?



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## Brand definitions

*“a name, sign or symbol used to identify items or services of the seller and to differentiate them from goods of competitors”*

*“a brand is a collection of perceptions in the mind of the customer”*

***“a brand is a promise”***



# Different sorts of brands



# Destination brands



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# Democratic brands



**FANTASTIC DEALS!**  
London Gatwick to:  
**Marseille** from  
**Toulouse** **£22.99**  
one way  
...click for details



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## Democratic brands



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## Authority brands



FINANCIAL TIMES  
*Business*



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## Call to action brands



Call to action brands

go create  
**SONY**



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Sub brands



PlayStation®2



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## Sub brands



**iPod.**  
10,000 songs  
in your pocket.

For Mac and Windows.

A silhouette of a person with long hair, wearing a bracelet, is shown in profile against a solid pink background. The person is holding a white iPod in their right hand and has their left arm extended outwards. White earbuds are visible, connected to the iPod.

As verbs brands

The image shows the Google logo in its characteristic multi-colored font (blue, red, yellow, blue, green, red) with a trademark symbol. Below the 'le' part of the word, the letters 'UK' are written in a smaller, grey, sans-serif font. The entire logo is centered on a white background.

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As verbs brands



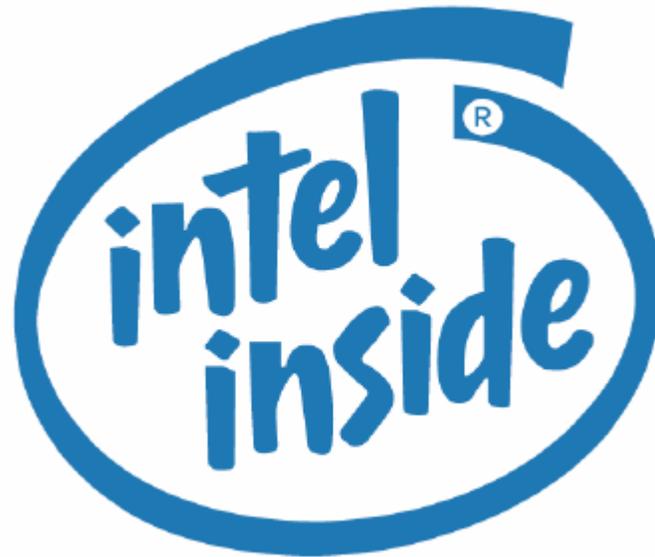
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# Ingredient brands



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# Ingredient brands



# Defining the Sensoa brand



## The Sensoa issues

- Relatively low awareness
- Confusion about the name (Senseo)
- Generally known as AIDS-organisation
- A collection of separate initiatives

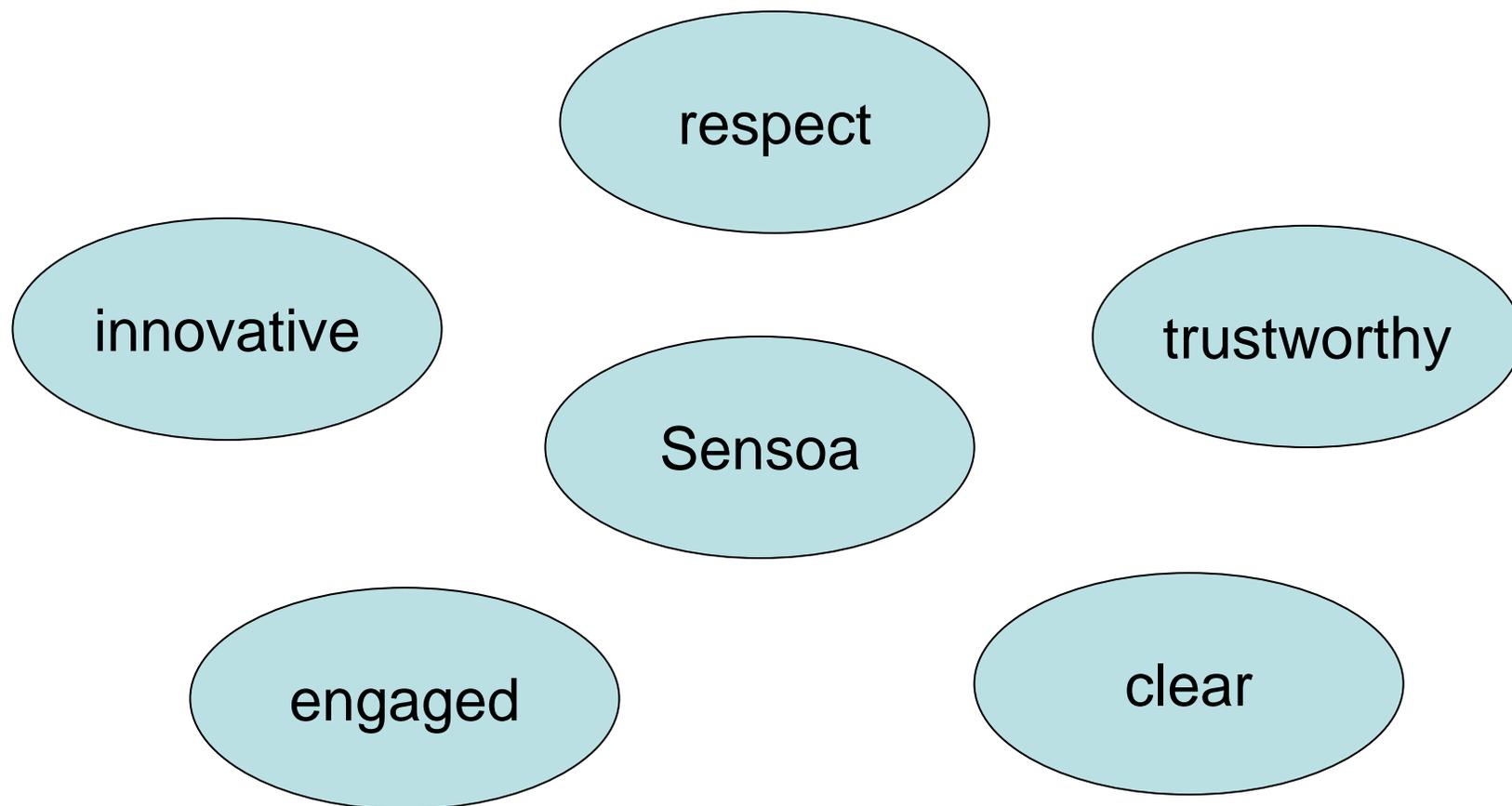


## A workshop agency & client to define the mission and values

- How to reduce complex, academic stuff to something understandable for stakeholders and consumers?
- How can we become famous for one thing?
- How to become 'single minded brand'?



We defined a set of five values



# Respect

- We respect the sexual preference of all people
- We try to make other people respect other people's sexual preference



# Trustworthy

- We deliver information based on facts and academic research
- We want to become the reference in the field of information on sexual topics



# Clear

- We want to bring clearness in diverse sexual issues
- We will not disguise information and avoid ambiguity
- We will use a language that's easy to understand to the public at large



# Innovative

- We want to be the engine of academic research and stimulate the public debate
- We want to change perceptions and prejudices



# Engaged

- We want to be truly engaged in our society
- Our engagement goes towards everybody, including sexual minorities



We defined our mission in a language  
everybody could understand

*To make Flemish people sexually healthy*



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## We defined a whole new brand identity

- To have our own face
- To be recognisable
- To be consistent
- So all the separate initiatives would add-up to one strong brand

# SENSOA

PRAAT OVER SEKS



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# The 'Talk about sex campaign'



# Campaigns about sexuality, so far

- Mainly sexual education
- Unwanted pregnancies, AIDS, SOA's...
- Focus on the individual
- Far away from 'moral issues'



# Sexuality and young people now

- Sex as a consumption product
- Everything should be possible
- Unrealistic thoughts and expectations



*Young people are more troubled by a culture of performance than an old fashioned (catholic) feeling of guilt*



## A new debate

- Not everything should be possible
- The sexual relationship **with the other** becomes central
- Love the other as you would love yourself



# Sexual etiquette

- Open a a debate amongst young people about values



The theme line of the campaign

A good chat makes for good sex



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# Campaign criteria

- Talk the same language as the target group
- Possible to translate it sub targets
- Remarkable and impactful because of a low budget
- Stir a debate



# Television spot



A-a-a-a-a.

And the rest of the alphabet?

We all have a lot to say about sex. We talk big. But when we get into bed, we suddenly come over all shy. And that can lead to misunderstandings. So be bold enough to tell your partner what you like, what you expect and what your limits are. And ask them to do the same. Because a good chat makes for good sex.

**SENSOA**  
TALK ABOUT SEX





Oral, vaginal, anal.  
And verbal?

We're pretty comfortable in bed together. We pretty much know what's involved. But there's still a lot of silent sex and that sometimes sows the seeds of uncertainty. It's better to say upfront what you like, what you expect and what your limits are. And ask your partner to do the same. Because a good chat makes for good sex.

**SENSOA**  
TALK ABOUT SEX





# Kissing got your tongue?

Being in love doesn't automatically make you a mind-reader. So both of you need to be brave enough to say what you like, what you expect and what your limits are.

Because a good chat makes for good sex. **SENSOA**  
TALK ABOUT SEX





A-a-a-a-a.

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We all have a lot to say about sex. We talk big. But when we get into bed, we suddenly come over all shy. And that can lead to misunderstandings. So be bold enough to tell your partner what you like, what you expect and what your limits are. And ask them to do the same. Because a good chat makes for good sex.

**SENSOA**  
TALK ABOUT SEX





# Kissing, licking, biting, sucking.

You can also use your mouth for speaking.

Once we shed our clothes, we also often shed our ability to speak. Dare to say what you like, what you expect and what your limits are. And ask your partner to do the same.

Because a good chat makes for good sex.

**SENSOA**  
TALK ABOUT SEX



## The campaign appeared

- In magazines and newspapers
- On the commercial station Kanaal II
- In the Vespasius poster network
- On the Boomerang cards
- In youth clubs
- In an educational package for teachers



## The campaign appeared

- In prime time news of commercial station and public broadcast
- All over the printed press
- In television debates
- ...



## The campaign became a news topic

- The minister started a controversy
- Leading to critical remarks
- favourable contributions
- and high visibility with more than fifty appearances



## Results from pre and post test

- The design was not at the expense of the message
- Post test with 1000 respondents in total
- Objectives of the campaign were recognized



## Results from pre and post test

- The television spot and the boomerang cards were most noted
- The campaign was discussed about
- Mediators found content and design excellent



## Lessons learned - part 1

- Start preparations in time
- Provide for a starting budget to achieve a maximum return
- Set up a multidisciplinary working group
- Work with a clear concept paper
- Never spread more than one message in a campaign



## Lessons learned - part 2

- Collaborate with people from outside the social sector
- Draw up a balanced media plan
- Draw up a strong plan for distribution
- Pursue a proactive press strategy
- Invest in evaluation, both before launching and afterwards



# Debate - strong campaigns



# Strong campaigns

- What is strong about them? Why?
- What is the message?
- Who are we talking to?

